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BUSINESS PLAN

HAIYFA LEKOR ENTERPRISE

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EXECUTIVE SUMMARY

Firstly, our company name is **HAIYFA LEKOR ENTERPRISE**. Our company get the name "HAIYFA" from combination of the first letter of the business partner name (HA-Hamdan, I-Ina, Y-Yusri, F-Fazly and A-Aisyah) and LEKOR ENTERPRISE is our company nature of business. That means, our nature of business is producing and supplying keropok lekori to the all districts in Terengganu. Our company is based on Partnership Company.

As we all know, keropok lekori is a popular and the most visible fried snack in Terengganu, the keropok lekori is made of fish meat, ground to a paste, and mixed with sago. The keropok lekori has an unappetizing dark gray color, like fish scales and can be white, orangey, or brown. Fish makes up 90 per cent of the ingredients. This is essential in bringing out the flavor. The types of fish mainly used are the ikan parang (herring), tamban (sardine-like fish) and selayang (decapterus russellii). In Terengganu, keropok lekori is produced traditionally and it is the heritage from generation to generation.

We choose to establish this company because the high demands for keropok lekori and it can generate high profit to our company. At the same time, for the future we can export our keropok lekori to all countries in Peninsular Malaysia. Our business was registered as Partnership Company on 01 December 2006 and will fully starting our operation on 01 January 2007. Our company is located at Lot 140, Kilang Keropok, Kampung Losong Masjid, 20400 Kuala Terengganu, Terengganu Darul Iman. We choose Kuala Terengganu as our business location because of several factors:

1. Easy to get the raw material resource (fish) because near to the fishing village.
2. The location is strategic because the location is at central of Terengganu and near the main road from city center of Kuala Terengganu to State Museum in Losong.

PURPOSE OF THE BUSINESS PLAN

- This business plan prepared by **HAIYFA LEKOR ENTERPRISE** to view, evaluate and allocate resources in effective manner in order to ensure it pays a high return (profit) or accurately reduces and minimizes loss to our company.
- This business plan is prepared by **HAIYFA LEKOR ENTERPRISE** to act as a guideline for our managing the company.
- This business is prepared by **HAIYFA LEKOR ENTERPRISE** to give trust to our customer that our business is existence in along life.
- This business plan prepared by **HAIYFA LEKOR ENTERPRISE** to view and evaluate our company in an objective, critical and practical manner.